

## Empirical study on consumer engagement with the brand on social networks

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## **Empirical study on consumer engagement with the brand on social networks**

### **Abstract**

Several studies have demonstrated the major role of content strategies, these strategies allow the consumer to be engaged via likes, comments, shares and subscriptions to the Facebook page. "The four metrics chosen have proved to be relevant to measure engagement on an ad hoc basis. On the other hand, when we see engagement globally, that is, all metrics combined, it seems that texts and photos are not content strategies that promote user engagement. The objective of this study is to test the explanatory factors of consumer engagement with the brand and their effects on loyalty through brand engagement, satisfaction, trust, congruence and perception. The results show that commitment effect loyalty, and it is also affected by satisfaction and commitment to the brand, not by trust. For the methodology, we opted for the quantitative method using a questionnaire which will be distributed online to a sample of 60 people and which will be processed subsequently to obtain the final results. The results obtained show the importance of involving the Customer in order to strengthen brand attachment and maintain the Customer-brand Relationship.

**Keywords:** Commitment to the brand, consumers, Loyalty, Attachment, Customer-brand Relationship.

**JEL Classification:** M31

**Paper type:** Empirical research

## 1. Introduction

Several strategies are ready, usable and available to engage consumers, hoping that this engagement leads them to recur and repeat purchases. These strategies require different investments in terms of time, money and effort, needing to be calculated and measured in order to demonstrate and justify marketing initiatives. Several metrics are available to measure the different strategies of content published on social media. However, in order to better assess and examine the impact and consequences of investments, in reality it is rather the behavior of consumers that should be appreciated and understood in the face of such content. On the practitioner side, corporate investments in photos and videos are filled and covered content strategies for engaging consumers on social media. Among the academic studies carried out, some measure engagement through metrics such as "likes", "number of shares" and "number of comments" on different social media platforms. There are no studies that have surveyed consumers directly to understand their thoughts and opinions on content that attracts more attention on social media, especially videos which are, for the most part, expensive and unaffordable to produce.

This loophole and hole seems relevant to be investigated in order to guide companies that invest in the production of social media videos. There is also no study that has not calculated and analyzed the perfect time that a video should last and the content thereof.

"Content strategies enable consumer engagement through likes, comments, shares, and Facebook page subscriptions." The four metrics chosen have proven to be relevant for measuring engagement on an ad hoc basis. On the other hand, when we see engagement globally, that is to say all metrics combined, it seems that texts and photos are not content strategies that promote user engagement. Video is not the content strategy that enjoys and stimulates all forms of engagement. Our results helped to determine and identify a link between the actions taken (the engagement metrics) by users on social media and their satisfaction and intention to buy. That connection has not been found as to their loyalty.

### **Problematic**

We have formulated a general question which will address several elements in order to answer the following problem :

### **What factors influence consumer engagement with the brand on social media ?**

for this study, we will start with the introduction and the theoretical framework by evoking several variables and key concepts for this research and then we will present the empirical study that we carried out by presenting the data collection method and the discussion result and ending with a general conclusion.

## 2. Literature review

### 1.1. Brand knowledge

Brand knowledge represents information about that brand stored in the consumer's long-term memory.

It is important to mention and to underline that the notion of information stored in memory is considered here as dynamic, that is to say that our vision of knowledge is enormous and includes possible treatments of this information, which is in suitability and in agreement with Alba and Hutchinson. It is this knowledge that consumers use when making decisions.

"Knowledge is therefore not just a static set of stored elements: it actually brings together a continuum of capabilities"

According to Alba and Hutchinson who draw on the work of Jacoby et al. Consumer knowledge is made up of two major components, familiarity and expertise :

- Familiarity can be defined as the "number of experiences related to the products accumulated by the consumer", ie exposure to advertising, information research such as

communications and discussions with sellers or friends as well as the number of visits or frequentation of points of sale or possession of a product.

- Expertise is the "ability to perform tasks related to the product. It is based on the cognitive structures (eg on perceptions of a product's attributes) as well as on the cognitive processes (eg on making decisions based on these perceptions) required to accomplish these tasks. "

It seems to us that there is a certain contradiction between the definition that we have adopted of consumer knowledge ("information relating to the market stored in the consumer's long-term memory") and that of Alba and Hutchinson who break it down in familiarity and expertise. In fact, we rather consider familiarity as a pre-existing antecedent of knowledge, since it is following his experiences that a consumer will store information, and "experiences it as a consequence since it is from information stored in memory that a consumer goes or not. "

Keller (1993) proposes to measure brand associations according to two categories: attributes, benefits:

1. Attributes represent the descriptive characteristics of the product or service. What the consumer thinks about the product or service, about what the act of consuming involves. They can be :

Linked to the product: they are then defined as the ingredients necessary for the performance of the product or service (perceived by the consumer) and are connected and linked to the physical composition of the product or service. They vary depending on the category of the product or service.

Not related to the product: they are defined as the external aspects of the product or service related to its purchase or consumption. There are four types of external attributes:

- Price information: the price is considered unrelated to the product because it represents a fundamental step in the purchasing process, but which is not directly related to the performance of the functions of the product or service.
- Information related to packaging and appearance: Packaging is considered an integral part of the purchasing and consumption process, but in most cases, it is not directly linked to the ingredients necessary for the performance of the product.
- User-related imagery: can be constructed directly from the consumer's own experience and contact with the brand, or indirectly from brand advertising and communications to the target.
- Use-related imagery: Use associations: can be based on time (day, week, year,) or on the type of activity (formal or informal) among other aspects

2. Profits, are the personal values that connect consumers to the attributes of the product or service. There are three categories of benefits depending on the motivation:

Functional benefits which are in particular the intrinsic and specific advantages of the consumption of the product or service and often correspond to the attributes linked to the product.

Experiential benefits related to what consumers experience while using the product or service and often correspond to attributes related to the product. These benefits mostly satisfy experiential needs such as sensory pleasures, variety and cognitive stimulation.

Symbolic benefits which are the extrinsic benefits of consuming the product or service. They often correspond to attributes unrelated to the product and social needs or to self-esteem and personal expressions.

## **1.2. Commitment as a dependent variable**

"Consumer or user engagement can be defined as nurturing and maintaining a relationship with a brand that is distinguished from loyalty through interactions, either visit to the page, purchases or actions like liking, comment or share the content ". According to researchers, engagement is one of the essential steps at the start of a recurring buying process, while for

practitioners it is more of a direct vehicle to sales. On the other hand, third parties agree and come together to say that there are four stages leading to conversions, namely to get users' attention, get them to like you, interact with them and finally convince them and persuade them to buy. We can therefore see a certain contradiction and disagreement in the words of practitioners who would like to obtain direct financial results knowing that this will not be the case. We can situate and position the commitment at the second stage of this process, namely the position of interactions ; For others, engagement is more defined by participation, conversations, eWom and other offline actions. Thus, we notice that engagement is a still obscure and vague concept for researchers and practitioners.

There are several levels of engagement, some say. A low level of engagement is represented by a user consuming the content while a high level is represented by a user who creates the content. Thus, consumers of a brand who are the most engaged can now directly publish and share their opinion on a company's products and services. According to Delahaye Paine, there are 5 levels of engagement. First, there is the "lurking" which results in the likes of users. Then, these will become "casual" by following the company and downloading content. Then, they will become active users when they participate more by using the "hashtag", for example. The fourth stage is when users register on the website and create an account, which is called "committed". Finally, we find the loyal who will buy repeatedly

Social media is therefore a way to reach and connect consumers to brands in order to engage them through the product lifecycle or, according to some, the consumer engagement cycle.

### **1.3. Definition of engagement in social media**

« Engagement is the main focus of businesses' work on social media. Among the literature, the authors have offered a definition to user engagement with a brand by stating that companies attempt to communicate with them in order to get some interaction or action reflecting their short-term interest and investment and in the longer term, wishing to found and build a relationship that will translate consumer loyalty through repetitive purchases. »

Social media engagement is a concept that can be seen as a goal to be achieved. Researchers and practitioners are interested, but do not seem to be understood quite in the same way. There are many types of commitments and many ways to measure this. Yet companies and researchers must see the commitment of users towards a brand as a step leading to a second, which is a conversion and mutation. Thus, they should not believe that engagement equals conversion, but rather that engagement is a key variable in the equation leading to email purchases or acquisitions. In order to properly measure this variable which is social media engagement, brands should not trust any prescribed indicators or standards, but rather look at the performance of competitors and the increase and progression in their own networks. In addition, although metrics are a tool to measure engagement, it is inevitable and essential to question the users of the page from time to time to understand the content strategies, the moments and any other preferences and choices that will make them sort of engage them more. The basis of social media is giving users a voice, which many forget. In short, although many will deny it, engagement is a goal to have on social media, but it must be twofold and paired with the achievement of a conversion, or the improvement of notoriety, justifying a profitable and profitable investment for the brand.

#### **1.3.1. Consumer engagement with the brand and consumer social engagement through the brand page**

Fans who interact with each other about the brand or through the brand universe, on their own initiative or as a result of brand influences and incentives, are also those who are part of and participate in the more to the activities offered by the brand, which show affection and a strong attachment to the brand, which finds the greatest interest in continuing to follow the

brand ; in short, who are the most engaged. Social engagement would therefore strengthen engagement with the brand through the brand's social media page. In short, consumer engagement on social media goes beyond and goes beyond a consumer-brand relationship : it is a consumer-brand-consumer relationship. Also, in this article, consumer engagement with the brand on social media is elaborated and conceptualized as consumer engagement with the brand through the brand fan page associated with social engagement (to others).

**H1 : Consumer engagement with the brand has a direct relationship with consumer social engagement through the brand page**

### **1.3.2. Engagement in the digital age (online engagement)**

“To understand engagement, we must first understand the different experiences that consumers may have by connecting to a website, but also the other actions they have undertaken such as research carried out on a store or a brand, online discussions and the sharing of opinions and opinions through brand communities, blogs and other social networks. Through this commitment, consumers can enjoy certain gains and benefits ”. Indeed, according to Nohan et al., Individuals commit to a brand when they perceive a valuable utility and an interest in exceeding the level of risk. Moreover, according to Calder et al. (2009), all websites should not submit and offer the same experience to engage consumers.

**H2 : Individuals commit to a brand when they perceive a valuable utility and an interest in exceeding the level of risk**

### **1.3.3. Online communities :**

Social networks have had a huge impact and a remarkable influence on the way of communicating between customers and businesses. A virtual community is “an online social entity bringing together potential customers. A community that is organized and maintained by the website to facilitate the exchange of information and opinions on the products that the site offers ”. Social networks therefore allow brands and consumers to launch and create virtual communities and to be in direct contact and in real time with each other, but also to interact, share and deepen their relationships. . Together, the Internet users belonging to these communities can discuss, exchange their point of view or even share tips, which makes word of mouth easy. The authors Dessart, Veloutsou and Morgan. Homas (2015) highlight that there are three different aspects of engagement with these communities: cognitive, affective and behavioral. Authors Namisan and Braon, meanwhile, argue that consumer participation in virtual communities is first supported by the belief and conviction that they can enjoy multiple benefits by being engaged. Indeed, according to Hennig-Thurequ et al. (cited in Brodie et al., 2011), there are eight specific factors that motivate consumers to participate in online communities: (1) relieve themselves of negative feelings, (2) relate to other consumers, (3) self-improvement, (4) giving advice, (5) social benefits, (6) economic benefits, (7) support platforms, and (8) to help the business .

Therefore, the presence of a brand on these networks offers many advantages to the company. Indeed, consumers are more attached and more attracted to so-called informal means of communication such as a Facebook page or an Instagram account, because it allows them to feel closer to the brand. A social network such as Facebook helps create brand awareness, which then can spark consumer interest and ultimately this interest will very generally transform and change into loyalty and repeat purchase intent. Social networks support loyalty and therefore loyalty programs through business-customer interactivity, relationship management and permanent contact between peers

**H3 : social media has an impact on brand awareness and purchase intention**



#### **1.3.4. The effects of consumer engagement with the brand of social media on loyalty intent**

“A consumer committed to a brand develops and improves positive thoughts related to the brand, he is emotionally connected to the brand and has a positive attitude towards the brand and acts favorably and advantageously in relation to the brand. His interactions with the brand are rewarding and enriching. As a result, he is inclined and inclined to maintain a relationship with the brand and possibly to redeem it, which is the very definition of loyalty (attitudinal and behavioral). In addition, he is arguably more reluctant to leave a brand he is committed to and start a relationship with another brand ; relationship that might not be as rewarding, beneficial and rich, not rewarding it either, etc. Likewise, a socially engaged consumer, in other words, who has forged strong and rewarding links with other consumers through brands.

Who has co-created with others, who has lived authentic and strong moments, probably wishes these relationships with others to last. So it tends to be more brand loyal. Thus, commitment to the brand but also social commitment should positively affect loyalty intent.

**H4 : consumer engagement with the brand on social media has an effect on loyalty intent**

#### **1.3.5. Promote consumer engagement with the brand on social networks**

In this research, three key factors linked to the brand and frequently mobilized in work on the relational approach were selected to understand the mechanisms of engagement via brand pages on social networks: “brand integrity ( dimension of trust in the brand, itself a central variable in the consumer-brand relationship), the benefits provided by the brand (driving forces necessary to generate a commitment from the consumer) and the connections of the self to the brand ( attachment and commitment factor in the consumer-brand relationship)”. By becoming a member of a social network based on friendly relations, integrity expresses human qualities that consumers are likely to expect from the brand. Social networks are a breeding ground for the expression of these qualities, which makes integrity a variable that brands can easily control. This partner must also bring gains to the consumer to arouse in him the desire to develop and forge a relationship with this new “friend”. Again, brands can easily generate various benefits for their fans through social media. Finally, in a context where friends and other fans (the public) are present, the social network and the Facebook page of a brand become a public scene where the brand (the friend) allows the consumer (the actor) to express their identity; self-brand connections play a key role.

**H5 : As a vehicle for building identity on Facebook, brands also have leverage to increase engagement.**

#### **1.3.6. The integrity of the brand**

Integrity is the brand's honesty, sincerity and ethics unrelated to its skills or technical know-how; it is defined as: "the attribution of loyal motives to the brand with respect to its promises concerning the terms of trade, in other words, the honesty of its" speech "in the broad sense". It reflects the quality of the partner that the brand is for the consumer and above all influences the latter's commitment to the brand. Its main consequence is to reassure the consumer, and by the very fact of constituting a basis for an authentic, sincere and local relationship with the brand and therefore giving rise to a strong commitment.

**H6 : la qualité de la marque influence surtout l'engagement du consommateur envers la marque.**

#### **1.3.7. The benefits perceived by the consumer**

Depending on the positioning of the brand, the benefits provided to the consumer can be experiential, functional or symbolic. In the context of social networks, it has been shown that

the perception of these benefits strengthens and increases the relationship with the brand and the consumer engagement. Indeed, the latter results from the instrumental (utility and relevance performance, gain) or experiential (pleasure, images, strengthening of one's self, or emotional congruence with the narrative patterns of the individual) that he perceives from this brand. Thus, to engage the consumer, these benefits should be clearly perceived

by this one. The perception of strong benefits increases the perceived value of the partner, which has the direct consequence of increasing commitment in the relationship. For a brand, clearly displaying its positioning and communicating it, seems to be a powerful and effective lever for commitment to the brand. Moreover, when the perceived benefits are strong, consumers are more inclined to tell others about the benefits that the brand brings to them, to portray themselves through the attributes of the brand.

"The first utilitarian benefit perceived by the consumer is the discovery of new products. Many consumers tend to seek variety and diversity, often to meet multiple needs, changes in tastes or preferences, or even transformations and changes in constraints. This desire and this desire for novelty can be encouraged or diminished by the actions of distributors and supported and supported by tools such as the particularization and personalization of the program or newsletters. In fact, these tools will offer each consumer products or product families that are divergent, different and selected according to their previous purchases ". Consumers can therefore shop more easily and quickly. In other words, personalization offers a cognitive advantage to the consumer when faced with a very large assortment and choice of products by simply sorting through the offers.

This leads to the second utility benefit which is the saving of time. According to Mermet and Rieunier and Volle "The perception of the lack of time indeed seems to be an increasingly important phenomenon in today's society". So each tool, in its own way, saves consumers time when shopping or searching for information. The personalization of the program will considerably reduce the buying time of consumers by presenting goods likely to appeal to them or by giving them easy and direct access to products already purchased the last time on the website. Then, newsletters and SMS allow them to reduce research time by communicating with consumers on new products or current promotions. Finally, mobile applications allow better navigation on smartphones.

Hedonic benefits also refer to the pleasure that consumers may experience. This notion of pleasure is very important in the context of a loyalty program. According to Holbrook and Hirschman (cited in Volle & Mimouni, 2003, p.535) "Indeed, in many circumstances, desires and emotions dominate the instrumental motivations in explaining product choice or consumer activities". Competitions are a very interesting tool in this area. With this tool, loyalty programs can provide consumers with exceptional and unique experiences that they would never have had without the help of the program and the contests offered.

The perceived benefits therefore come in various forms and very often vary from one consumer to another. Indeed, some will give more scope to saving time while others favor diversity and the total variety perceived. However, consumers do not only receive profits, to the chagrin of businesses. Indeed, while consumers can imagine the perceived benefits, they can also perceive barriers to the use of certain tools.

#### **H7 : the engagement of consumers has a lot of benefits**

##### **1.3.8. Self-brand connections**

Self-brand connections refer to brand identification, the degree to which the consumer includes the brand in their self-concept. They are seen as a dimension of dependence and brand attachment or an antecedent thereof, which is a factor of engagement. Consumers use brands and more particularly the images, meanings, benefits and symbols associated with them to construct themselves, by integrating them into themselves. The brands that create the most



connections to the self are those that have a strong storytelling and co-constructed with its Internet users

"The concept of self is the representation and perception that an individual has of himself as a whole. The various researches in the field attest to the presence and the existence of two dimensions of the self-concept which are the ideal self and the real self. This research reveals two motivations of self-concept that can be translated and interpreted under the terms of confirmation and self-improvement. Confirmation indicates that an individual chooses brands based on their actual self. Self-improvement, on the other hand, relates to the ideal self and means that an individual decides to use the brand to increase and improve the image they have of themselves or that others have of them. Through this, the consumption of a brand will participate in the construction, expansion, strengthening and maintenance of an individual's identity, Tuan (1980) asserts that our fragile sense of identity needs support and support, which is why the formation of an identity focuses mainly on associations or images attributed to the brand. The theories of animism are based on the idea that the human being externalizes and expresses the need to anthropomorphize objects to facilitate their interactions with the immaterial world. At the same time, consumers use brands to represent themselves in the eyes of others; these contribute to the design and construction of their social identity. Social networks, and especially Facebook, are powerful and influential ways for brands to create content that includes storytelling and for fans to represent themselves to others. "

This identity corresponds either to his ideal self or to his real self (self-presentation), thus, on a social network, the more the brand allows identity construction (strong connections), the more the consumer's commitment to the brand and to other brand fans (social engagement) should be strong and effective. In summary,

**H8 : the literature suggests that the consumer's commitment to the brand and social engagement via the brand's page mediate the effects of the benefits provided to the consumer, the integrity of the brand, and the connections of the self to the brand on the intention of brand loyalty.**

#### **1.3.9. The brand's attachment :**

Attachment is a lasting feeling that registers and inscribes brand personality in a relational approach. The interest of the brand's personality is not only its power and its potential to create a particular brand identity in which the consumer can project himself, it is also in the fact that this identity is based on attributes and characteristics. Lasting character traits, themselves disposed by this state to support and maintain a long-term relationship. It is understood that a consumer brand relationship has inequalities and roughness that a brand manager will need to know how to overcome when, for example, the brand's personality is no longer in perfect harmony with the buyers' self-concept. When the brand segments its market on the basis of age, it will have to face the reverse situation of a self-concept that is no longer in keeping with the personality of its brand.. This change is very widespread and frequent among adolescents who become young adults because age then becomes the witness of a real identity reconstruction, which participates in new behavioral experiments. For a better harmony and coherence of its image, the brand itself may want to provoke and trigger this process of loss of attachment. In this way, the brand manager will avoid the aging of the target and therefore of the brand image.

**H9 : The self-concept of individual changes and evolves with their age, and this change in identity will have consequences and repercussions on the perception of the brand and on the relationship that these individuals have with it**

### **1.3.10. What are the consequences of consumer engagement with the brand on social media ?**

We observe that only the consumer's commitment to the brand exerts a certain seduction and a significant and direct positive influence on the loyalty intention. Looking at each of the dimensions of engagement indicates that the intention of brand loyalty is as strong as the cognitive dimension of engagement. On the other hand, the affective dimension and the behavioral dimension do not help to increase and reinforce the intention of fidelity. Furthermore, it appears that if social engagement has an effect on loyalty, it is only through engagement with the brand. The development of interactions between the fan and the brand therefore appears in this research as an instrument and a lever of commitment to the brand, and the latter itself being a lever of loyalty to the brand. This result should inspire and encourage managers.

**H10 ; the consumer engagement has a consequence of the brand on social media.**

### **1.3.11. Useful, allow fans to express their values and experience emotions**

A consumer does not engage in a social network for no reason: what motivates him at the outset is the satisfaction of the needs of a complex and varied nature. The results clearly show that the more the fan discovers that the brand brings him benefits (functional, symbolic, and experiential), the more he will commit to the brand (and this for the three dimensions of engagement) and to other fans via the brand's page. To engage the consumer, it is very important and useful to communicate with him via the social network by generating generous content and rich in terms of benefits, consistent with the brand to establish its positioning.

Concretely, it is advisable, for example, to offer content that provides functional / utility benefits (being informed, answering questions, promotional offers) in order to increase and strengthen the cognitive dimension of engagement but above all behavioral. Likewise, we can advise managers to tell a story, make people dream, go back and promote the know-how of the fan, his values but also allow him to live experiences

**H11 : A consumer has a lot of reasons to engage in social networks.**

### **1.3.12. Brand Loyalty**

Brand loyalty is part of conservative and routine buying behavior (Howard, 1969). Despite an apparent simplicity, this behavior hides complex processes. However, the research community has often analyzed the phenomenon of brand loyalty as the excess and repetition of an initial purchase, yet the explanatory variables of these two types of behavior are very different and must be addressed. Particular and specific studies. A lot of research has tried to update the explanatory variables of brand loyalty. As such, it has been the subject of a considerable number of publications since the early 1950s. However, it is now clear that the devoted and loyal consumer does not exist. Indeed, it cannot be recognized by simple characteristic

**H12 : The concept of brand loyalty has thus gained a position and status as a fundamental concept in the understanding of consumer behavior.**

## **2. Empirical study :**

We are going to present our methodological choice and the research method adopted, we based ourselves on a quantitative survey. So we will try to find a relevant answer to our research problem, and to measure the significance of our hypotheses presented in the conceptual framework. However, we will dwell a bit on the analysis of results.

## **2.1. Sample selection mode**

This study was carried out by the administration of a questionnaire which was distributed by the internet. We then target a large category of respondents, approximately 60 interviewers, whether they are young people who are still studying or older people or even young people who work in different professions, we preferred to distribute the questionnaire online and not face to face given the crucial role of digital since we have all become connected most of the time and this helps us to obtain a large number of responses and also the importance of users of this communication platform.

## **2.2. Method of data collection and processing**

To produce the knowledge of our research, we opted for a quantitative approach by administering a questionnaire, which allowed us to question individuals by first defining the terms of responses through chained, readable and well-defined questions. Detail to make it easier for interviewers to understand the questions. It is a very efficient information gathering tool as it can process large samples and establish statistical relationships or numerical comparisons.

## **2.3. Survey analyzes :**

- For the first question which asks the favorite brand of different consumers, we could notice that 32.1% of consumers use the Chanel brand while 19.6% of consumers declared that their favorite brand is Yves Saint-Laurent.
- For the second question concerning knowledge of the Azzaro brand, we were able to retain that the majority of respondents confirmed that they are familiar with this brand, its logo, its design and all the external characteristics, especially through social networks. Instagram which has been able to confirm its presence and replace traditional advertising and all this through the posts and statuses that aim to present the brand in a modern way while showing all its advantages whether in terms of intrinsic characteristics or extrinsic.
- For the question about the functional utility of the brand name, the majority of respondents affirmed that this brand is trustworthy and of excellent quality and continuously improves its characteristics, while a minority who replied that this brand does not offer good value for money. We can give an explanation to this number of respondents who say that this brand is the best, the reason is that the influencers who present this brand in social networks are trustworthy since they test the product beforehand before publishing it. to the community for not offering a product that is not up to par to a community that is always looking for new, good quality products.
- For the symbolic utility of the brand name: we could see through the answers of the interviewers that the majority state that this brand is well known and fashionable and attractive and its use is a sign of prestige and it is appropriate to their styles.
- For the question on beliefs, we could confirm that most respondents say that this brand is modern and exclusive, while a minority who say that this brand is not innovative and does not correspond to their tastes. Since consumers are always looking for new brands, influencers are the best influencers who are always on the lookout for novelty and brands that are trendy and that matches different tastes.
- For the question about Brand strength oriented towards external benefits: we noticed that the majority of interviewers state that they can distinguish this brand from other brands, and that azzaro is very different from other brands of the same category and other competing brands. While a minority find it difficult to understand the image this brand is trying to create. To clarify this point, we have seen that each brand has its

specificities and tries to invent a particular and special touch that can differentiate it from other competing brands, which is why the majority of respondents can distinguish their brands from others. Competing brands either on the basis of the logo, the design, the smell when it comes to perfumes ...

- For brand attachment, most of respondents agree that this brand gives them joy and pleasure and they are attracted to this brand while a minority say that if this brand will be taken off the market, they can buy another brand. This question of attachment is very particular since the small details that attract consumers to a brand for one person are not similar to another because the tastes are different from one to another, the reason why we can never put a decision about this point. Everyone consumes the brand that gives them joy and pleasure.
- For the question related to brand commitment : the majority of respondents say that if another brand is promoted, they will buy the Azzaro brand and a minority of respondents said they will not buy azzaro if its price increases. The question of commitment is very special because when we consume a brand for a long time and every time we use it, it gives us a certain joy and pleasure. It gives us a sense of belonging that we cannot deny or neglect, it becomes a part of us and even if another brand is on promotion and of good quality, it will be difficult to buy it because we become engaging to our brand.
- Regarding the question of brand loyalty, the majority of respondents say they will buy the Azzaro brand next time and that they are committed to this brand.
- 73.7% of respondents have a higher cultural level from bac + 3 to master's and doctorate.
- 24.6% of respondents have no salary, 22.8% of respondents have a salary of 3000 to 5000 DH / month, while 21.1% do not want to answer this question.

#### **2.4. Discussion of results**

From the answers of the interviewers, we were able to conclude that the majority of respondents affirm that their favorite brand is attractive, well-known, gives them a lot of joy and pleasure and it represents a sign of prestige.

For the concept of attachment, almost all responses agree that if this brand is taken off the market, they will not buy another brand because they are attached to this brand through its characteristics, quality and its reputation.

For brand commitment, people who are most committed to one brand can no longer buy another despite temptations such as promotions and attractive offers from other brands either brand in the same category or other competing brands.

For brand loyalty, we could conclude that the most loyal people can no longer replace their favorite brand with another brand, they will keep buying that brand regularly because they are engaged and loyal.

It can be concluded that intellectual level also plays a crucial role, since people with a high intellectual level are those who are the most committed and loyal to a brand and can no longer replace their brand with another brand, because they see their brand as a sign of belonging and prestige and they represent their own style.

### **3. Conclusion**

Commitment is characterized by a willingness to accept short-term sacrifices in order to achieve goals in the future and to keep the relationship stable. Engagement therefore goes beyond a simple positive assessment of the goodwill and competence of the other on which trust is based. Likewise, he goes beyond the notion of attachment, an emotional notion that he incorporates, however, and which constitutes the emotional component of the relationship. Lacoëuilhe (1997) defines attachment as a lasting affective reaction towards the brand, and which expresses a relationship of psychological proximity to it, coming back to the notion of

shared values and to a process of identification between the consumer and the brand. Mark. The engagement must be mutual, fair, not asymmetric, otherwise the most engaged party is vulnerable and may fear an opportunistic attitude from the other, and in this sense it is a function of perception of the commitment of the other. It results from a cognitive process during which the individual uses information to classify his preferences, from an affective process by which he identifies with the values and the self-image linked to his preference and finally to a voluntary process by which the individual feels that he is free of his preferences and that they are not dictated by constraints. It is a psychological variable which reflects a general indecomposable reaction along attributes, taking the form of a holistic vision of the brand, and which expresses a relationship of psychological proximity to it. By its emotional and cumulative essence, engagement is independent of the brand's instrumental value. Commitment is one of the fundamental determinants of loyalty. Resistance to change and loyalty are all the stronger when the individual identifies with the main values and the self-image returned by the object of preference, and is motivated by the search for information. Complex and complete linked to the object and finally that he feels very free in the choice that he considers important of this object. However, trust and commitment thus defined remain concepts that are strongly linked and correlated with psychology and anchored in a personified interpretation of the brand.

As we predicted, engagement levels differ greatly across product categories, and some products seem more likely than others to have strong engagement. This is for example the case of products for which the brand is important in the selection process. This is also the case when the consumer is aware of the differences between brands. This coexistence of these two constructs and the commitment is easily explained. These two attitudes describe how the consumer makes his choice. If the brand is not taken into account when choosing a product or if there are no differences between brands, the consumer will have no reason to want to continue the relationship with a brand rather than another. On the contrary, when the brand is one of the important components of the choice or when the variety of the offer means that some products will be better suited than others to the expectations of the consumer, we will observe high levels of engagement, perhaps because that the consumer knows why he wants to continue the relationship. Two other attitudes towards the product category also shows evolution comparable to that of commitment: interest in the product and the consequences of a wrong choice, which are two facets of involvement. The influence of the error facet was expected and justified by many studies that consider loyalty as a risk-reduction strategy. One may be surprised, however, at the independence between the other risk facet of involvement (probability of error) and commitment. This absence of link results from the choice of products studied. These are indeed daily purchases of brands known to consumers for which the risk of error remains low

Commitment is a composite attitude, the antecedents of which are both emotional and calculating. The double origin of the commitment suggested by the review of the literature is supported: this construct results both from the attachment that the consumer feels for the brand and from an evaluation process taking into account the satisfaction obtained from the brand. The brand. Here we find the computational aspect of engagement, widely mentioned in the literature. These two variables provide an excellent prediction of engagement. They also determine the nature of consumer engagement. Used at the level of a single brand, this explanation of engagement allows for a diagnosis and strategic recommendations (should the brand highlight its proximity to its buyers or insist on its performance?). However, we may be surprised at how little influence other attitudes have on engagement, while qualitative interviews suggested otherwise. However, tests show these attitudes do not improve the model; they do not allow for a better prediction or a better understanding of the formation of the engagement. The lack of link with value for money is particularly surprising because this attitude was systematically mentioned by respondents. It is also one of the brand attributes most often cited by manufacturers to promote their products and try to retain buyers.



Research on the causes of engagement most frequently mentions three attitudes: they are attachment, satisfaction and trust. Analyses confirm that these three attitudes are closely related to the engagement. However, the construction of the explanatory model leads us to favor the study of satisfaction over that of trust. Indeed, it appears that satisfaction (measured through the evaluation of the brand's performance) has an explanatory power greater than that of trust. Note that engagement is formed differently depending on the product categories. The analyses show that the implicating products (in terms of risk, interest and especially the possible consequences of an error of choice) are also those which show the strongest levels of commitment. Two other attitudes show a simultaneous evolution to that of commitment. It's about brand awareness and the perceived differences between brands. When these two attitudes are weak, engagement is confined to very low levels. The role of satisfaction is amplified by the differences that consumers perceive between brands; its influence is stronger as the products are different.

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